



Easter Seals Canada Celebrates Red Shirt Day 2024

(May 29, 2024) This year, Easter Seals is celebrating its 6th annual Red Shirt Day™, a national event in which Canadians are asked to wear red to show their support for a more inclusive and accessible country. As Canada's largest charity for persons with disabilities and their families, Easter Seals invites individuals with all disabilities, of all ages, from all parts of Canada to participate in its programs, services and advocacy work.

Easter Seals Canada President & CEO Dave Starrett says, "On May 29, I encourage all Canadians to wear red and show their support for a more inclusive and accessible Canada. Our Easter Seals community nationwide will join together to wear red and pledge their support for accessibility and inclusion. Pledge your support for more accessible communities, more inclusive employment opportunities, more accessible housing, and truly inclusive transportation networks...and pledge to do your part in helping make Canada the most accessible nation in the world!"

Easter Seals provincial members Canada wide participate in Red Shirt Day™ along with government leaders and decision makers from every part of Canada, proudly representing communities across the country.

This year is more important than ever, explains Starrett, as Easter Seals, continues its generationally impactful leadership to transform housing, employment and transportation policy and infrastructure in our country. "We want to make a difference today and for every generation to come."

Learn more about the [Red Shirt Day™ pledge](#) here, and join us on May 29 by posting to Facebook, X (formerly Twitter), and LinkedIn, or by posting an Instagram story and sharing with us.

ESC's Social Media Handles

Facebook: @eastersealscanada

Twitter/X: @EasterSeals

LinkedIn: @easter-seals-canada

Instagram: @eastersealscanada

*Launched in 2019, Red Shirt Day™ is Easter Seals Canada's own initiative and is proudly part of the proceedings of this year's National AccessAbility Week, "**National Forward Together: Accessibility and Inclusion for All**", an initiative of the Government of Canada.*

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Media Contact:

Karen Moores
709-631-8910